

IN THE CLAIMS

Please amend the claims as follows:

Claim 1 (Cancelled).

Claim 2 (Currently Amended): The method of claim [[1]] 16, wherein said ~~editing~~ defining is performed at a single location that is remote from [[the]] a location of the broadcast ~~customers~~ customer.

Claim 3 (Currently Amended): The method of claim 2, wherein said ~~editing~~ defining further comprises integrating ~~includes integration of the selected~~ desired subset of stored information with ~~suitable graphics~~ images associated with the broadcast customer.

Claim 4 (Currently Amended): The method of claim [[1]] 16, wherein said merchandising ~~merchandised~~ information comprises sports data and weather information.

Claim 5 (Currently Amended): The method of claim 4, wherein said ~~selected~~ merchandising information includes scores and schedules of contests within ~~the customer's a~~ marketing area of the broadcast customer.

Claim 6 (Currently Amended): The method of claim 4, wherein said ~~selected~~ merchandising information includes weather data from sites within ~~the customer's a~~ marketing area of the broadcast customer.

Claim 7 (Currently Amended): The method of claim 4, wherein said ~~editing~~ defining further comprises associating ~~includes integration of~~ weather and sports information in the

desired subset of stored information with ~~to provide~~ a game-time forecast of weather conditions at a specific game ~~site~~ location.

Claim 8 (Currently Amended): The method of claim [[1]] 16, wherein said ~~editing~~ defining is performed at a location that is remote from ~~[[the]]~~ a location of the broadcast ~~customers~~ customer, and includes ~~a selection~~ selecting a desired screen layout of the stored information to be included in the broadcast-ready data stream by the broadcast customer ~~of information to be included within its data stream~~.

Claim 9 (Cancelled).

Claim 10 (Currently Amended): The method of claim [[8]] 16, wherein said ~~assigned~~ transmitting further comprises transmitting the broadcast-ready data stream ~~is transmitted~~ to the broadcast customer upon ~~[[the]]~~ a command of ~~that~~ the broadcast customer.

Claim 11 (Currently Amended): The method of claim [[8]] 16, wherein said ~~editing~~ includes selection by the customer of defining further comprises integrating the desired subset of stored information with advertising material ~~that is integrated with said selected information in the assigned data stream~~.

Claim 12 (Currently Amended): The method of claim [[8]] 16, wherein each broadcast-ready data stream is different from ~~all other~~ another broadcast-ready data ~~streams~~ stream.

Claim 13 (Currently Amended): The method of claim [[8]] 16, wherein said information [[is]] includes proprietary to the seller information.

Claim 14 (Currently Amended): The method of claim [[8]] 16, wherein ~~the customer broadcaster is allowed web site access only to its assigned data streams~~ to the broadcast-ready data stream is limited to only the broadcast customer by use of a password.

Claim 15 (Currently Amended): The method of claim [[8]] 16, wherein said formatting further comprises formatting the stored information ~~is edited~~ to produce a data ~~stream in real time~~ broadcast-ready data stream.

Claim 16 (New): A method for merchandising information to a broadcast customer, said method comprising:

- storing the merchandising information in a database;
- receiving changed information;
- automatically updating the stored information based on the received changed information;
- defining a video layout including a desired subset of the stored information and a desired screen layout of the stored information;
- formatting a broadcast-ready data stream including the desired subset of stored information formatted according to the desired screen layout; and
- transmitting the broadcast-ready data stream from an Internet server to the broadcast customer.

Claim 17 (New): The method of claim 16, wherein the defining further comprises defining the format specification based on an interactive dialog stored on the Internet server.

Claim 18 (New): The method of claim 16, wherein the defining further comprises defining a screen position in the video layout for the stored information.

Claim 19 (New): The method of claim 18, wherein the defining further comprises defining a second screen position in the video layout for the stored information.